

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

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| Applicants: | Channing K. Barringer, et al. | Docket No.: | 60655.2600 |
| Serial No.: | 10/686,967 | Examiner: | Fonya M. Long |
| Filed: | October 16, 2003 | Group Art Unit: | 3689 |
| Title: | SYSTEM AND METHOD FOR INCORPORATION OF PRODUCTS AND SERVICES INTO REALITY TELEVISION | Confirmation No.: | 8084 |

AMENDMENT AND REPLY

Mail Stop AF
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

Prior to further examination of this application after entry of the previously filed RCE, and in reply to the Advisory Action dated April 21, 2010 and the Final Office Action dated November 24, 2009, Applicant respectfully requests entry of the amendments and consideration of the Remarks set forth herein.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.